

S/N 10/046,618



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Steven O. Markel et al.

Examiner:

Serial No. 10/046,618

Group Art Unit: 2613

Filed: October 26, 2001

Docket: INTE 20USU1 (ITC 18)

Title: COLLECTION OF AFFINITY DATA FROM TELEVISION, VIDEO OR SIMILAR TRANSMISSIONS

Assistant Commissioner for Patents

Washington, DC 20231

RECEIVED

JUL 29 2002

Technology Center 2600

Dear Sir:

Preliminary Amendment

Prior to examination, please amend the above-identified application as follows:

In the Claims

Please add the following claims:

7. (New) A method of claim 1 further comprising:
rewarding said viewers for responding with said input to said video segments.
8. (New) A method of rewarding viewers to watch broadcast content comprising:
informing said viewers that awards may be earned by responding to specific events contained in said broadcast content;
identifying said specific events;
providing an interface through which said viewers may enter a response to said events;
obtaining said response;

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UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Steven O. Markel, et al.

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Title: Collection of Affinity Data From Television, Video or Similar Transmissions

ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

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Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment **"Preliminary Amendment"** () Petition to extend time to respond
(X) New fee as calculated below () Supplemental Declaration
() No additional fee (Address enveloped to "Box Non-Fee Amendments")
() Other:

CLAIMS AS AMENDED BY LARGE ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	13	MINUS	6	= 7	X \$18	\$126.00
INDEP. CLAIMS	3	MINUS	2	= 0	X \$84	\$0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$280	\$0
EXTENSION FEE	1ST MONTH \$110	2ND MONTH \$400	3RD MONTH \$920	4TH MONTH \$1440	\$0	
TOTAL FEE FOR THIS AMENDMENT					\$126.00	

(X) Attached is a check for \$126.00

() Please charge to Deposit Account 50-1491 the amount of \$_____.

At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 50-1491 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 50-1491 under 37 CFR 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited
with the United States Postal Service as:

[X] "Express Mail Post Office to Addressee" service under
37 CFR 1.10.

"Express Mail" label no.: EV 144023475 US

in an envelope addressed to:

Assistant Commissioner for Patents, U.S. Patent & Trademark Office,
Box FEE AMENDMENTS, P. O. Box 2327, Arlington, VA 22202

Respectfully submitted,

By Paul M. Thompson

Paul M. Thompson
Attorney/Agent for Applicant(s)
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Telephone No.: (970) 377-6363

Date: July 17, 2002

Date of Deposit or Transmission: July 17, 2002

Signature: Christie Cochran

Typed Name: Christie Cochran